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**SEP 16 2003**



**Date:** September 15, 2003      **From:** Bradley M. Ganz

**To:** Examiner Andre Boyce  
TC 3600      **Regarding:** U.S. Patent Application  
No. 09/538,570  
Attorney Docket No.:  
BIZ/99-0008

**Telephone:**      **Pages** 24 + Cover Sheet

**Facsimile:** (703) 872-9326      **Copies to:**

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Dear Examiner Boyce:

Enclosed for filing in the above-referenced matter are the following documents:

- Transmittal Form;
- Fee Transmittal;
- Credit Card Payment Form;
- Petition for Extension of Time (duplicate); and
- Amendment and Response to Office Action Dated March 13, 2003.

If there are any questions, please let us know.

Sincerely,

Bradley M. Ganz

**OFFICIAL**

*A Professional Corporation*

239 NW 13th Avenue, Suite 309, Portland, Oregon 97209 t 503.224.2713 f 503.296.2172 mail@ganzlaw.com

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PTO/SB/21 (03-03)

Approved for use through 04/30/2003. OMB 0651-0031

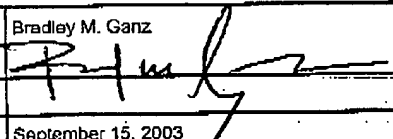
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<b>TRANSMITTAL FORM</b> <i>(to be used for all correspondence after initial filing)</i>	Application Number	09/538,570	
	Filing Date	March 29, 2000	
	First Named Inventor	George J. Rebane	
	Art Unit	3623	
	Examiner Name	Andre Boyce	
Total Number of Pages in This Submission	24	Attorney Docket Number	BIZ/99-0003

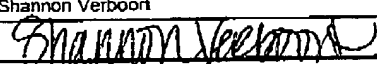
ENCLOSURES (Check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input checked="" type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input checked="" type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to a Technology Center (TC) <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):
Remarks		

## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual	Bradley M. Ganz
Signature	
Date	September 15, 2003

## CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, Washington, DC 20231 on this date: September 15, 2003

Typed or printed	Shannon Verboort	
Signature		Date
		September 15, 2003

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231. DO NOT SEND COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.

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PTO/SB/17 (01-03)

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**FEE TRANSMITTAL  
for FY 2003**

Effective 01/01/2003. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 930.00

**Complete if Known**

Application Number	09/538,570
Filing Date	March 29, 2000
First Named Inventor	George J. Rebane
Examiner Name	Andre Boyce
Art Unit	3623
Attorney Docket No.	BIZ/99-0008

**METHOD OF PAYMENT (check all that apply)**☐ Check ☒ Credit card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:Deposit  
Account  
Number  
Deposit  
Account  
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50-1001

Bradley M. Ganz

The Commissioner is authorized to: (check all that apply)

☐ Charge fee(s) indicated below ☒ Credit any overpayments  
☒ Charge any additional fee(s) during the pendency of this application  
☐ Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.
**FEE CALCULATION****1. BASIC FILING FEE**

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1001 750	2001 375	Utility filing fee	
1002 330	2002 165	Design filing fee	
1003 520	2003 260	Plant filing fee	
1004 750	2004 375	Reissue filing fee	
1005 160	2005 80	Provisional filing fee	

SUBTOTAL (1) (\$)

**2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE**

Total Claims	Extra Claims	Fee from below	Fee Paid
Independent Claims	- 20** =	X	
Multiple Dependent	- 3** =	X	

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description
1202 18	2202 9	Claims in excess of 20
1201 84	2201 42	Independent claims in excess of 3
1203 280	2203 140	Multiple dependent claim, if not paid
1204 84	2204 42	** Reissue independent claims over original patent
1205 18	2205 9	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$)

\*\*or number previously paid, if greater. For Reissues, see above

**FEE CALCULATION (continued)****3. ADDITIONAL FEES**

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
1053 130	2053 65	Non-English specification	
1812 2,520	2812 1,260	For filing a request for ex parte reexamination	
1804 920*	2804 460*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	2805 920*	Requesting publication of SIR after Examiner action	
1251 110	2251 55	Extension for reply within first month	
1252 410	2252 205	Extension for reply within second month	930.00
1253 930	2253 465	Extension for reply within third month	
1254 1,450	2254 725	Extension for reply within fourth month	
1255 1,970	2255 985	Extension for reply within fifth month	
1401 320	2401 160	Notice of Appeal	
1402 320	2402 160	Filing a brief in support of an appeal	
1403 280	2403 140	Request for oral hearing	
1451 1,510	2451 755	Petition to institute a public use proceeding	
1452 110	2452 55	Petition to revive - unavoidable	
1453 1,300	2453 650	Petition to revive - unintentional	
1501 1,300	2501 650	Utility issue fee (or reissue)	
1502 470	2502 235	Design issue fee	
1503 630	2503 315	Plant issue fee	
1460 130	2460 65	Petitions to the Commissioner	
1807 50	2807 25	Processing fee under 37 CFR 1.17(q)	
1805 180	2805 90	Submission of Information Disclosure Stmt	
8021 40	28021 20	Recording each patent assignment per property (times number of properties)	
1809 750	2809 375	Filing a submission after final rejection (37 CFR 1.129(a))	
1810 750	2810 375	For each additional invention to be examined (37 CFR 1.129(b))	
1801 750	2801 375	Request for Continued Examination (RCE)	
1802 900	2802 450	Request for expedited examination of a design application	

Other fee (specify)

\*Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 930.00

**SUBMITTED BY**

Name (Print/Type)	Bradley M. Ganz	Registration No. (Attorney/Agent)	34,170	Telephone	(503) 224-2713
Signature		Date	September 15, 2003		

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PTO/SB/22 (08-09)

Approved for use through 7/31/2008. OMB 0651-0091  
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<b>PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a)</b>		Docket Number (Optional) <b>BIZ/99-0008</b>
In re Application of <b>George J. Rebane</b>		
Application Number <b>09/538,570</b>	Filed <b>March 29, 2000</b>	
For <b>System and Method for Data Collection . . .</b>		
Art Unit <b>3623</b>	Examiner <b>Andre Boyce</b>	

This is a request under the provisions of 37 CFR 1.136(a) to extend the period for filing a reply in the above identified application.

The requested extension and appropriate non-small-entity fee are as follows (check time period desired):

<input type="checkbox"/> One month (37 CFR 1.17(a)(1))	\$ _____
<input type="checkbox"/> Two months (37 CFR 1.17(a)(2))	\$ _____
<input checked="" type="checkbox"/> Three months (37 CFR 1.17(a)(3))	\$ <u>930.00</u>
<input type="checkbox"/> Four months (37 CFR 1.17(a)(4))	\$ _____
<input type="checkbox"/> Five months (37 CFR 1.17(a)(5))	\$ _____

☐ Applicant claims small entity status. See 37 CFR 1.27. Therefore, the fee amount shown above is reduced by one-half, and the resulting fee is: \$ \_\_\_\_\_.

☐ A check in the amount of the fee is enclosed.

☒ Payment by credit card. Form PTO-2038 is attached.

☐ The Director has already been authorized to charge fees in this application to a Deposit Account.

☒ The Director is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account Number 50-1001.

I have enclosed a duplicate copy of this sheet.

I am the ☐ applicant/inventor.

☐ assignee of record of the entire interest. See 37 CFR 3.71.  
Statement under 37 CFR 3.73(b) is enclosed (Form PTO/SB/96).

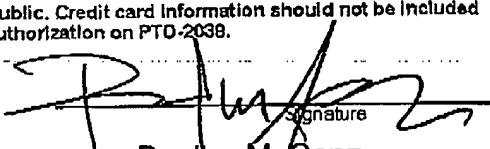
☒ attorney or agent of record. Registration Number 34,170

☐ attorney or agent under 37 CFR 1.34(a).  
Registration number if acting under 37 CFR 1.34(a) \_\_\_\_\_

**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

September 15, 2003  
Date

(503) 224-2713  
Telephone Number

  
Signature

Bradley M. Ganz  
Typed or printed name

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

☐ Total of \_\_\_\_\_ forms are submitted.

This collection of information is required by 37 CFR 1.136(a). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 36 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 6 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22319-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1460, Alexandria, VA 22313-1460.

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

George J. Rebane

Serial No.: 09/538,570

Filed: March 29, 2000

Attorney Docket No.: BIZ/99-0008

Date: September 15, 2003

Examiner: Andre Boyce

Art Unit: 3623

For: SYSTEM AND METHOD FOR DATA  
COLLECTION, EVALUATION, INFORMATION GENERATION,  
AND PRESENTATION SYSTEM AND METHOD FOR DATA  
COLLECTION, EVALUATION, INFORMATION GENERATION,  
AND PRESENTATION

Commissioner for Patents  
PO Box 1450  
Alexandra, VA 22313-1450

## CERTIFICATE OF FACSIMILE

I HEREBY CERTIFY THAT THIS CORRESPONDENCE  
IS BEING SENT VIA FACSIMILE TO THE US PATENT  
OFFICE TO EXAMINER ANDRE BOYCE AT  
FACSIMILE NUMBER (703) 872-9326 ON THE DATE  
INDICATED BELOW.

*Shannon Verboort*  
Shannon Verboort  
Date of Deposit: September 15, 2003

AMENDMENT AND RESPONSE TO OFFICE ACTION DATED MARCH 13, 2003

Sir:

In response to the Office action of March 13, 2003 please amend the above-identified  
application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 3  
of this paper.

Remarks/Arguments begin on page 15 of this paper.

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**Amendments to the Specification:**

Please replace the paragraph beginning on page 43, line 9 with the following rewritten paragraph:

B1  
A central component of the schema of Fig. 7 is an Extended Kalman Filter or ("EKF"). The EKF is detailed in Fig. 8. Generally, the EKF uses a computational (recursive) solution of the minimum variance Bayesian Bayesian estimation method. The EKF is powerful in several aspects: it supports estimations of past, present, and even future states. It can do so even when the precise nature of the modeled system is unknown. In addition to smoothing noisy data, evaluating small samples of data, and providing a basis for estimations, the EKF also provides a method of weighting data values according to the recency or level of noise corruption of the data. This may be important because, for example, data collected in a later portion of a data collection interval (data window) is likely to be more indicative of present trends than is data collected at the earlier portion of the interval (older data).

Please replace the paragraph beginning on page 44, line 8 with the following rewritten paragraph:

B2  
In one preferred embodiment, a true rating A is determined using an adaptation of an Extended Discrete Kalman filter. It is to be understood that the following embodiment is presented for purposes of illustration not limitation. Persons skilled in the art will appreciate that other adaptations of Kalman filters are within the scope and spirit of the present invention. In connection with the following discussion, reference may be made to Figs. 7 and 8, which help illustrate the principles being discussed. Hereinafter, a processing module that can smooth noisy or variable data using a computational (recursive) solution of the minimum variance Bayesian Bayesian estimation method is referred to as a Data Stabilizer or "DS" for short.

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A system for data collection, evaluation, information generation, and/or presentation comprising:

B3

a data capture server capable of receiving data from a data source;

one or more databases for receiving data from the data capture server;

a plurality of processing modules in communication with each other and/or the one or more databases, each processing module performing a predefined operation on data stored in a database or received from a processing module, at least two processing modules being selected from the group consisting of: a statistical analysis processing module; a data stabilizer processing module for smoothing noisy or variable data using a computational solution of a minimum variance Bayesian estimation method; a saturation limited forecasting module for using available historical or recently captured data along with an estimated and/or available saturation population function as the basis for an algorithm that defines the growth of the population to a maximum attainable level; a dynamic activity-level icon module for iconically indicating to the user of a remote computer system a level of activity at a predetermined network site; and an alarm filter module for monitoring data rates and sending a signal based on deviations from desired thresholds from a normative rate;

one or more databases in communication with one or more processing modules for storing processed data received from a selected processing module;

and

a presentation server in communication with one or more of the databases for receiving items of data stored therein and presenting selected items of data.

2. (original) The system of claim 1 wherein the data capture server is in communication with a data source comprising one or more remote computer systems.

3. (original) The system of claim 2 wherein the data capture server is adapted to receive data from computer systems of consumers following an online e-commerce transaction.

4. (original) The system of claim 1 wherein at least three of said processing modules are selected.

5. (original) The system of claim 1 wherein four of the processing modules are selected.

6. (original) The system of claim 1 wherein all five of the processing modules are selected.

---

7. (original) The system of claim 3 wherein at least three of said processing modules are selected.

---

8. (currently amended) A system for data collection, evaluation, information generation, and/or presentation comprising:

By a data capture server capable of receiving data from a data source over a computer network, the data source providing data related to a transaction between buyers and sellers;



one or more databases for receiving data from the data capture server;

a plurality of processing modules in communication with each other and/or one or more of the databases, each processing module performing a predefined operation on data stored in a database or received from a processing module, at least two processing modules being selected from the group consisting of: a statistical analysis processing module; a data stabilizer processing module for smoothing noisy or variable data using a computational solution of a minimum variance Bayesian estimation method; a saturation limited forecasting module for using available historical or recently captured data along with an estimated and/or available saturation population function as the basis for an algorithm that defines the growth of the population to a maximum attainable level; a dynamic activity-level icon module for iconically indicating to the user of a remote computer system a level of activity at a predetermined network site; and an alarm filter module for monitoring data rates and sending a signal based on deviations from desired thresholds from a normative rate;

one or more databases in communication with one or more processing modules

for storing processed data received from a selected processing module;

and

a presentation server in communication with one or more of the databases for receiving items of data stored therein and presenting selected items of data as data or information, data on the presentation server being accessible to remote computer systems via a network.

9. (original) The system of claim 8 wherein the network over which the data source and data capture server communicate is the Internet.

10. (original) The system of claim 9 wherein the presentation server is accessible by remote computer systems via the Internet.

11. (original) The system of claim 9 further comprising a survey server that serves a survey questionnaire to a remote computer system comprising a data source so that a user of a remote computer system comprising the data source can complete the survey questionnaire, a completed survey questionnaire containing data supplied by the user being returnable to the data capture server over the Internet.

12. (original) The system of claim 11 wherein the remote computer systems comprise a plurality of consumer computer systems and the completed survey questionnaire contains data about an online transaction between the consumer and a merchant.

---

13. (original) The system of claim 10 wherein the remote computer systems comprise one or more merchant computer systems.

14. (original) The system of claim 10 wherein the remote computer systems comprise a plurality of consumer computer systems.

15. (original) The system of claim 10 wherein the presentation server is accessible by a plurality of merchant and consumer computer systems.

16. (original) The system of claim 10 wherein the presentation server serves data comprising ratings about online merchants, the ratings being based on data collected by the data capture server from consumer computer systems.

17. (original) The system of claim 14 wherein at least three of the processing modules are selected.

18. (original) The system of claim 1 wherein one selected processing module comprises a statistical analysis processing module and one selected processing module comprises an alarm filter module.

19. (original) The system of claim 1 wherein one selected processing module comprises a statistical analysis processing module and one selected processing module comprises a dynamic activity-level icon module.

20. (original) The system of claim 1 wherein one selected processing module comprises a statistical analysis processing module and one selected processing module comprises a saturation limit forecasting module.

---

21. (original) The system of claim 15 wherein one selected processing module comprises a statistical analysis processing module and one selected processing module comprises a data stabilizer module.

22. (original) The system of claim 15 wherein one selected processing module comprises a statistical analysis processing module and one selected processing module comprises an alarm filter module.

23. (original) The system of claim 15 wherein one selected processing module comprises a statistical analysis processing module and one selected processing module comprises a dynamic activity-level icon module.

24. (original) The system of claim 15 wherein one selected processing module comprises a statistical analysis processing module and one selected processing module comprises a saturation limit forecasting module.

25. (currently amended) The system of claim 45 11 wherein one selected processing module comprises a statistical analysis processing module and one selected processing module comprises a data stabilizer module.

26. (original) The system of claim 22 further comprising a data stabilizer processing module.

27. (original) The system of claim 23 further comprising an alarm filter processing module.

28. (original) The system of claim 24 further comprising a data stabilizer processing module.

30. (original) The system of claim 27 further comprising a data stabilizer processing module.

31. (currently amended) The system of claim ~~26~~ 14 further comprising a dynamic activity-level icon processing module.

32. (original) The system of claim 11 wherein the presentation server includes the survey server.

33. (original) The system of claim 11 wherein the data capture server includes the survey server.

34. (original) The system of claim 11 wherein a single server includes the data capture server, the presentation server and the survey server.

35-50 (cancelled)

51. (currently amended) A method for data collection, evaluation, information generation, and/or presentation comprising:

capturing data from a data source in a data capture server;

transferring data from the data capture server to one or more databases

for receiving data;

transferring data from the one or more databases to one or more processing modules, each processing module capable of performing a predefined operation on transferred data, at least two

BS

processing modules being selected from the group consisting of: a statistical analysis processing module; a data stabilizer processing module for smoothing noisy or variable data using a computational solution of a minimum variance Bayesian estimation method; a saturation limited forecasting module for using available historical or recently captured data along with an estimated and/or available saturation population function as the basis for an algorithm that defines the growth of the population to a maximum attainable level; a dynamic activity-level icon module for iconically indicating to the user of a remote computer system a level of activity at a predetermined network site; and an alarm filter module for monitoring data rates and sending a signal based on deviations from desired thresholds from a normative rate, the one or more processing module modules outputting processed data or information; presenting selected items of processed data or information via a presentation server.

---

52. (original) The method of claim 51 wherein the data is transferred to the data capture server by one or more remote computer systems via a network.

---

53. (original) The method of claim 51 wherein the captured data relates to e-commerce transactions.

---

BS

54. (currently amended) The method of claim ~~52~~<sup>53</sup> wherein the e-commerce transactions comprise ~~on-line transactions are~~ consumer-merchant transactions.

---

55. (currently amended) The method of claim 52 53 wherein the online e-commerce transactions are comprise business to business transactions.

---

56. (original) The method of claim 52 wherein the data is transferred to the data capture server via consumer computer systems.

57. (original) The method of claim 51 wherein at least three of said processing modules are selected.

58. (original) The method of claim 51 wherein four of the processing modules are selected.

59. (original) The method of claim 51 wherein all five of the processing modules are selected.

60. (original) The method of claim 54 wherein at least three of said processing modules are selected.

---

61. (original) The method of claim 54 wherein the network comprises the Internet.

62. (original) The method of claim 54 further comprising providing a survey server that serves a survey questionnaire to one or more remote computer systems comprising data sources so that a user of a remote computer system comprising the data source can complete the survey questionnaire, a completed survey questionnaire containing data supplied by the user being returnable to the data capture server over the Internet.

63. (original) The method of claim 62 wherein the one or more remote computer systems comprise a plurality of consumer computer systems and the completed survey questionnaire contains data about an online transaction between the consumer and a merchant.

64. (original) The method of claim 54 wherein the remote computer systems comprise one or more merchant computer systems.

65. (original) The method of claim 51 wherein the presentation server is accessible by a plurality of merchant computer systems.

66. (original) The method of claim 51 wherein the presentation server is accessible by a plurality of consumer computer systems.

67. (original) The method of claim 66 wherein the presentation server serves data comprising ratings about online merchants.

---

68. (original) The method of claim 67 wherein the ratings are derived from data collected by the data capture server from consumer computer systems.

69-88 (cancelled) ✓

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89. (currently amended) A presentation server that includes web pages containing data or information that has been derived from at least two processing modules selected from the group consisting of a statistical analysis processing module; a data stabilizer processing module for



*B<sup>9</sup>*

smoothing noisy or variable data using a computational solution of a minimum variance Bayesian estimation method; a saturation limited forecasting module for using available historical or recently captured data along with an estimated and/or available saturation population function as the basis for an algorithm that defines the growth of the population to a maximum attainable level; a dynamic activity-level icon module for iconically indicating to the user of a remote computer system a level of activity at a predetermined network site; and an alarm filter module for monitoring data rates and sending a signal based on deviations from desired thresholds from a normative rate, the web pages being accessible to a plurality of remote merchant systems over a computer network.

90. (currently amended) A presentation server that includes web pages containing data or information that has been derived from at least two processing modules selected from the group consisting of a statistical analysis processing module; a data stabilizer processing module for smoothing noisy or variable data using a computational solution of a minimum variance Bayesian estimation method; a saturation limited forecasting module for using available historical or recently captured data along with an estimated and/or available saturation population function as the basis for an algorithm that defines the growth of the population to a maximum attainable level; a dynamic activity-level icon module for iconically indicating to the user of a remote computer system a level of activity at a predetermined network site; and an alarm filter module for monitoring data rates and sending a signal based on deviations from desired thresholds from a normative rate, the web pages being accessible to a plurality of remote consumer computer systems over a computer network.

91. (original) The presentation server of claim 89 wherein the network comprises the Internet.

92. (original) The presentation server of claim 90 wherein the network comprises the Internet.

93. (original) The presentation server of claim 91 wherein the web pages include evaluation information about merchant performance, the information being derived from data processed by a selected processing module.

94. (original) The presentation server of claim 92 wherein the web pages include ratings of merchant websites, the ratings being derived from data processed by a selected processing module.

95. (original) The presentation of claim 90 wherein the web pages include ratings information for one or more products; the ratings information being derived from data captured from remote computer systems.

**Remarks/Arguments**

Claims 1-34, 51-68 and 89-95 are pending in the application. Claims 35-50 and 69-88 have been cancelled. Claims 1-34, 51-68 and 89-95 are rejected.

Claim 29 is missing. For ease of referencing the claims in the following remarks, Applicant requests that the claim numbering be kept as it is. If the Examiner determines that all claims are in condition for allowance, Applicant will then renumber the claims in accordance with 37 CFR 1.126. The Examiner is hereby authorized to enter such amendments by Examiner's amendment at any time.

Claims 21 and 25 are duplicates and 30 and 31 are duplicates. Amendments have been made to change the dependency of a duplicate in each set, eliminating the duplication of the claims.

Although not objected to, claim 51 has been amended to clarify which processing modules are referenced.

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**Claim Rejections under 35 USC §112**

Claims 54 and 55 were rejected under 35 USC 112, second paragraph, as lacking antecedent basis for the phrase "online transaction". The claims have been amended to change dependency and use terminology from the base claims.

**Claim Rejections under 35 USC § 102**

Claims 1-5, 7-11, 13-15, 17-19, 21-23, 25-57, 30-34, 51-68, and 89-93 are rejected under 35 USC 102(e) as being anticipate by Paplerniak et al (USP 6,128,624).

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Applicant respectfully requests reconsideration of this grounds for rejection as the present invention may be readily distinguished over Papierniak. The present invention does this by providing a number of processing modules that are unique to a thru-flow system and methods.

All independent claims require two or more of "a statistical analysis processing module; a data stabilizer processing module; a saturation limited forecasting module; a dynamic activity-level icon module; and an alarm filter module". Applicant will demonstrate that Papierniak does not disclose the two or more modules as taught and claimed in the present invention.

#### Data Stabilizer Processing Module

The definition of this module is indicated at pages 42-56, and in particular at page 44, lines 12-14 of the application. In accordance with this disclosure, the claims have been amended to recite that data stabilizer processing module is "for smoothing noisy or variable data using a computational solution of a minimum variance Bayesian estimation method". All independent claims have been amended to reflect this definition. Papierniak does not in anyway teach or suggest a data stabilizer so defined. What the Examiner considers to be a data stabilizer are "indexing and formatting via tracking module 300, [per] Figure 7". However,

Fig. 7 and associated text do not mention indexing and formatting. Papierniak at Col. 13, line 37-39 mentions indexing and formatting, but does not explain what is meant or how it is done.

In any event, indexing and formatting data do not equate to or require data stabilization, as defined in the claims of the present invention. If the Examiner continues to maintain that Papierniak discloses the claimed data stabilization, Applicant requests that the Examiner more specifically explain how indexing and formatting constitute the claimed data stabilization.

Saturation Limited Forecasting Module

The definition of this module is indicated at pages 61-68, and in particular at page 61, lines 19-22 of the application. In accordance with this disclosure, the claims have been amended to recite that the data stabilizer processing module is "for using available historical or recently captured data along with an estimated and/or available saturation population function as the basis for an algorithm that defines the growth of the population to a maximum attainable level." The Examiner has not cited any passage or Figure in Papierniak that discloses a saturation limited forecasting module. If the Examiner continues to maintain that Papierniak discloses the claimed saturation limited forecasting module, Applicant requests that the Examiner more specifically identify what in Papierniak constitutes any such disclosure.

Dynamic Activity-Level Icon Module

The definition of this module is indicated at pages 68-73, and particularly at page 68, lines 26-29. In accordance with this disclosure, the claims have been amended to recite that the dynamic activity icon is "for iconically indicating to the user of a remote computer system a level of activity at a predetermined network site". What the Examiner considers to be a dynamic activity-level icon module is web tracking module 300 in Papierniak, as described at an unspecified location in Col. 16. However, nothing in Col. 16 teaches the use of an icon that indicates to user of a remote computer the level of activity at another location, as claimed. In Col. 16, there is mention that data may be captured, such as hits to a site. However, there is no teaching that such captured data is presented in an iconic form representing a level of activity. (Icon is defined in the Specification as a graphical or other representation of activity—see pages 67-71.) If the Examiner continues to maintain that Papierniak discloses the claimed dynamic activity-level icon module, Applicant requests that the Examiner more specifically explain how anything in Papierniak constitutes the claimed module.

Alarm Filter Module

The definition of this module is indicated at pages 56-61, and particularly at page 56, lines 17-19. In accordance with this disclosure, the claims have been amended to recite that the alarm filter module is "for to monitoring data rates and sending a signal based on deviations from desired thresholds from a normative rate." What the Examiner considers to be an alarm filter module is "policy and operation parameters for collection via tracking module 300... column 13, lines 10-16. However, this disclosure does not mention monitoring data rates or sending a signal based on rate deviations.

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Applicant notes that the original claims, when read in light of the specification, clearly distinguish over Papierniak, alone or in combination with the other cited reference. It appears that the present rejections were made without a sufficient reading of Applicant's specification and adherence to the principle that claims must be interpreted in light of the specification. The claims are amended to incorporate definitional information from the Specification for the Examiners' convenience.

Independent claims 1, 8, 51, 89, 90 all require at least one of the foregoing patentably distinct modules. Accordingly, all independent claims and their directly or indirectly dependent claims are patentable and should be deemed allowable.

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Claim Rejections under 35 USC § 103

Claims 6, 20, 24 and 28 are rejected under 35 USC 103(a) as being unpatentable over Papierniak et al (USP 6,128,624) and alleged common knowledge. Claims 12, 16, 94, and 95 are rejected under 35 USC 103(a) as being unpatentable over Papierniak et al, in view of Sundaresan (US Pat. App. 2003/0033299). Papierniak does not disclose all elements of the

claims independent claims from which these claims directly or indirectly depend. Therefore, a prima facie case of obviousness has not been made.

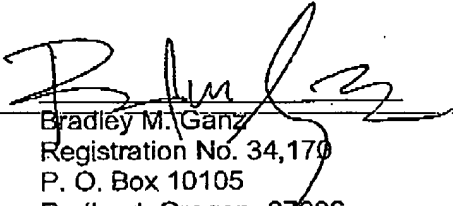
(In view of the foregoing reasons for distinguishing over the cited references, Applicant has not raised other possible grounds for traversing the rejections, and therefore nothing herein should be deemed as acquiescence in any rejection or waiver of arguments not expressed herein.)

#### CONCLUSION

Applicant submits that in view of the foregoing arguments and/or amendments, the application is in condition for allowance, and favorable action is respectfully requested. The Commissioner is hereby authorized to charge any fees, including extension fees, which may be required, or credit any overpayments, to Deposit Account No. 50-1001.

Respectfully submitted,

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